

[illegible]

5 An electronic programming guide (EPG) browsing system and method for its
operation are disclosed. A viewer navigates this EPG using traditional up, down, left, right
commands. But unlike the prior art, which responds to these commands by moving a
selection area across a display of program titles, this EPG responds by scrolling the display
while leaving the program selection area fixed. This can improve viewer interaction and the
10 display of information for an EPG display, as paging can be avoided and the display scrolling
motions correspond with the user's control manipulations. In a preferred embodiment, the
program selection area is expanded such that additional details are displayed for a program
when it enters the program selection area.